Florida Trend is the source for news, insight, forecasts, emerging industries, movers and influencers, executive lifestyle and everything that impacts business in the Sunshine State. More than just a monthly news source, we also deliver Florida’s most significant business news and information daily at FloridaTrend.com.

**January**

**AD CLOSE:** NOV 18  
**AD MATERIALS DUE:** NOV 25  
**IN HOME:** DEC 24-DEC 28

**Economic Outlook**  
**ECONOMIC BACKBONE:** Health Care/ Cancer Care  
**TopRank Florida:** Cancer Centers  
**Advocacy / 2020 Legislative Session Topics**  
**Community Portrait — Tallahassee and Leon County | AD CLOSE:** NOV 11

**February**

**AD CLOSE:** DEC 17  
**AD MATERIALS DUE:** DEC 24  
**IN HOME:** JAN 27-31

**Florida’s Fastest Growing Companies**  
**ECONOMIC BACKBONE:** Health Care/ Cardiac Care  
**TopRank Florida:** Heart Transplants in Florida/ Transplant Centers

**March**

**AD CLOSE:** JAN 17  
**AD MATERIALS DUE:** JAN 24  
**IN HOME:** FEB 25-28

**Florida’s Infrastructure**  
**ECONOMIC BACKBONE:** Architecture/ Engineering/ Design/ Urbanization  
**MBA Programs**  
**TopRank Florida:** MBA Programs  
**Community Portrait — Space Coast | AD CLOSE:** JAN 10

**April**

**AD CLOSE:** FEB 17  
**AD MATERIALS DUE:** FEB 24  
**IN HOME:** MAR 24-MAR 28

**Florida’s Health Care Landscape**  
**ECONOMIC BACKBONE:** Wealth Management  
**TopRank Florida:** Investment Management Firms  
**Florida Education Guide | AD CLOSE:** FEB 10

**May**

**AD CLOSE:** MAR 17  
**AD MATERIALS DUE:** MAR 24  
**IN HOME:** APR 28-MAY 1

**Transportation**  
**ECONOMIC BACKBONE:** Transportation/ Trade/ Logistics  
**TopRank Florida:** Ports, Airports, FTZs  
**Community Portrait — Polk County | AD CLOSE:** MAR 10

**June**

**AD CLOSE:** APR 17  
**AD MATERIALS DUE:** APR 24  
**IN HOME:** MAY 26-30

**Higher Education**  
**ECONOMIC BACKBONE:** Sustainability  
**TopRank Florida:** Florida’s University and College Presidents

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**July**  
**AD CLOSE: MAY 18**  
**AD MATERIALS DUE: MAY 25**  
**IN HOME: JUN 23-27**

**Florida Law**  
**ECONOMIC BACKBONE: Cyber Security**  
Legal Elite  
TopRank Florida: Law Firms, Law Schools  
Florida’s Top 350 Public and Private Companies  
*Community Portrait — Northwest Florida* | **AD CLOSE: MAY 11**

**Florida Law**  
**ECONOMIC BACKBONE: Cyber Security**  
Legal Elite  
TopRank Florida: Law Firms, Law Schools  
Florida’s Top 350 Public and Private Companies  
*Community Portrait — Northwest Florida* | **AD CLOSE: MAY 11**

**AD CLOSE: JUN 8**  
**AD MATERIALS DUE: JUN 15**  
**MAIL DATE: JUL 21**

**ANNUAL**  
**FLORIDA SMALL BUSINESS 2020**

Sponsored by Enterprise Florida and Florida SBDC Network  
**DISTRIBUTION**  
30,000 Statewide

**August**  
**AD CLOSE: JUN 17**  
**AD MATERIALS DUE: JUN 24**  
**IN HOME: JUL 28-31**

**Best Companies To Work For In Florida™**  
**ECONOMIC BACKBONE: Health Care/ Pediatrics**  
TopRank Florida: Children’s Hospitals  
Executive MBA Programs

**AD CLOSE: JUN 4**  
**AD MATERIALS DUE: JUN 11**  
**IN SCHOOLS: SEP 4**

**ANNUAL**  
**FLORIDA TREND’S NEXT 2020-21**

For high school students (and administrators, counselors, parents)  
**BONUS DISTRIBUTION**  
Human Resources Professionals (1,800)

**September**  
**AD CLOSE: JUL 17**  
**AD MATERIALS DUE: JUL 24**  
**IN HOME: AUG 25-28**

**Research, Technology and Innovation**  
**ECONOMIC BACKBONE: Energy**  
TopRank Florida: Energy Companies  
*Community Portrait — Pinellas County* | **AD CLOSE: JUL 17**

**AD CLOSE: JULY 2**  
**AD MATERIALS DUE: JUL 9**  
**MAIL DATE: AUG 24**

**ANNUAL**  
**FLORIDA 500**

Florida’s Most Influential Business Leaders  
**BONUS DISTRIBUTION**  
Site Selectors (1,000)  
Pinellas County Influentials (1,000)

**October**  
**AD CLOSE: AUG 17**  
**AD MATERIALS DUE: AUG 24**  
**IN HOME: SEP 22-26**

**Florida’s Real Estate Market**  
**ECONOMIC BACKBONE: Florida Election Review/ Amendments/ Workforce Training**  
TopRank Florida: EDCs, SBDCs, and CareerSource Offices  
*Community Portrait — The Palm Beaches* | **AD CLOSE: AUG 10**

**AD CLOSE: AUG 20**  
**AD MATERIALS DUE: AUG 27**  
**MAIL DATE: OCT 15**

**ANNUAL**  
**BUSINESS FLORIDA 2020-21**

Florida Opportunity Guide  
Published in conjunction with Enterprise Florida  
Includes *Research Florida* Special Report  
TopRank Florida: Venture Capital Firms, Incubators, Largest Companies  
**BONUS DISTRIBUTION**  
Site Selectors (1,000)  
Wealthiest Florida Households (5,000)  
Palm Beach Influentials (1,000)  
**80,000 Print Distribution**

**November**  
**AD CLOSE: SEP 17**  
**AD MATERIALS DUE: SEP 24**  
**IN HOME: OCT 27-30**

**Women in Leadership**  
**ECONOMIC BACKBONE: Health Care/ Nursing Programs**  
TopRank Florida: Nursing Programs  
*Community Portrait — Tampa/ Hillsborough County* | **AD CLOSE: SEP 10**  

**AD CLOSE: OCT 16**  
**AD MATERIALS DUE: OCT 23**  
**IN HOME: NOV 24-30**

**Floridian of the Year**  
**ECONOMIC BACKBONE: Health Care/ Hospitals**  
TopRank Florida: Hospitals, Medical Schools  
53rd Annual Golden Spoon™ Restaurant Awards  
Corporate Travel Guide  
*Industry Portrait — Marine Industry* | **AD CLOSE: OCT 10**  

**EXPANDED COVERAGE:**  
Around the State: Leon County, Space Coast, Polk County, Northwest Florida, Pinellas County, the Palm Beaches, Hillsborough County, Marine Industry • Of Counsel / Florida Law • Tallahassee Trend / Florida Politics • Florida Icon • Editor’s Page

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